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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION • UNITED STATES DEPARTMENT OF AGRICULTURE

July 1, 1944 No.65

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LIBRARIES TO AID IN NUTRITION DRIVE . . . . Through the Library Division of the Office of Education, plans have begun to take shape toward getting libraries all over the United States to cooperate in the September Nutrition drive. Library officials are being invited to work with the local nutrition committees to focus public attention on the importance of eating the "Basic 7 Way." Many libraries will be expected to display shelves of books on nutrition and to display posters on good food habits. For this purpose a poster carrying the rhythmic reminder "For Work--For Play. . . 3 'Squares' a Day. . . Eat the Basic 7 Way," is now at the printer and scheduled to be out in time for the September drive. Copies are being sent to 16,000 libraries and other general distribution will be made through Regional OD offices, from which offices you can obtain additional copies.

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TOMATOES AND VITAMIN C . . . . . Only five-eighths as much commercially canned tomatoes and tomato juice will be available to civilians this fall and winter as was available last year. Home canning of Victory garden tomatoes is a very practical way to augment next winter's supply of vitamin C. The June 26 issue of FOOD AND HOME NOTES contains complete instructions on how to can tomatoes at home as does the illustrated leaflet, "Home Canning of Fruits and Vegetables," (AWI-95), sent out a couple of weeks ago. Further publicity might also be given to the fact that ration points are again required to buy canned tomatoes and certain other vegetables.

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G. I. BILL OF RIGHTS . . . . . Assistant Secretary of Agriculture Brannan has been working actively with the Veteran's Bureau on problems of administering Public Law 346 (The G. I. Bill of Rights). This law has provisions relating to financing the purchase of farms by veterans and Department agencies may have an important part in carrying them out.

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PUBLIC TRANSPORTATION TO PLUG NUTRITION . . . . Nutrition car cards--50,000 of them--are being printed for distribution by OWI for display in city street cars, subways, and inter-city buses. They will portray the theme that if you work like a horse you should not eat like a bird. They are scheduled to be ready for posting during September.

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CEILING PRICES are now being established at retail levels for hothouse cucumbers, sweet peppers, melons including watermelons, red and black raspberries, dewberries, and blackberries. In many communities these items are being added to lists of ceiling prices issued by OPA District Offices and local War Price and Rationing Boards. It might be appropriate to plug the exact local ceilings for these and other community priced fresh fruits and vegetables through all available media.

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YOU CAN'T AFFORD TO GET HURT sums up the wording on a safety poster that has just gone to the printer. A Spanish version "Cuidese! Los Accidentes Son Demasiado Costosos!" will also be made for distribution to states with sizeable Spanish-speaking populations. It is scheduled to be off the press in time for posting in connection with Safety Week, July 23 to 29. Bulk distribution will be made to Department field offices.

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OPA-A DEMOCRACY, NOT A BUREAUCRACY is the subject of a talk to be given by Price Administrator Bowles over the Blue Network Thursday, July 6 at 7:45 p.m., EWT.

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AGRICULTURAL LEGISLATION . . . . June 23, House Agriculture Committee reported the Cooley bill, which would transfer FSA work and FCA's direct-lending functions to the Farmers' Home Corporation; June 28, the President approved the 1945 Agricultural Appropriation Act and the Labor-Federal Security Appropriation Act, which includes appropriations for education and training of farm laborers and food-processing workers; June 30, the President approved the bill to amend and continue the Price Control and Stabilization Acts and the bill to continue the Lend-Lease Act.

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USDA RELEASES OF SPECIAL INTEREST . . . . Fertilizer Placement Important for Crops and Gardens-2553; Eggs Saved as Housewives Buy Millions of Dozens-2556; It Pays to Use Freezer Lockers to Capacity-2564; Allocation of Fats and Oils to Industry-2565; Additional Electrification Loan Allotments by REA-2568; Liquid, Frozen, and Dried Egg Production-2571; Poultry Leaders Stress Production Efficiency for Post-War Period-2581; DDT (insecticide) Not Effective for All Purposes--Needs Further Testing-2583; Milkweed Project Leaders Named for 5 Midwestern States-2585; Lend-Lease Purchase Report for May 1944-2593; More "A" Award Winners Announced-2596; Milk Cans to be Unrationed after June 30--2599; Farm Safety Rule: Stop it before you fix it-2605; Mid-Month Prices for June-2607; Grower Support Prices for Dried Apricots, Peaches, and Pears-2609; U. S. & Canada Arrange Mutual Grain Harvest Aid-2617; Vegetable Seeds Allocated for 1944-45-2618.

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OTHER RELEASES OF INTEREST TO AGRICULTURE . . . . Alfalfa hay ceilings extended to entire U. S.--OPA-4454; July point values for meats-fats announced; Inter-agency plan affecting animals raised by 4-H clubs and future farmers--OWI-4462; Production of farm machinery slightly behind schedule--OWI-RP-25; Electrification, machinery, houses, are post-war needs--OWI-RP-21.

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AGRICULTURAL "A" AWARDS . . . . For states that wish to participate, an Agricultural Achievement "A" Award program will again be in effect for 1944. State USDA War Boards, rather than the National War Board, will set up standards to be used in judging outstanding achievement in counties of any particular state. Complete information on this can be obtained from State War Board Chairmen.

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A ROADSIDE BUM GOES TO WAR! . . . . "War has transformed at least one good-for-nothing into a worthwhile," says the Philadelphia Record in a 2-column illustrated story about the approaching milkweek campaign. "The common milkweed plant," it says, "for a long time has been a roadside bum. Today, in a big way, this plant is saving lives at sea. Its silken floss has surpassed all else for supplying buoyancy to the "Mae West" life preserver." A leaflet, AWI-94, several press releases, and other material have been sent out on the importance of collecting milkweed floss. Other material will be issued as harvest time approaches.

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ABOUT THAT FARM YOU'RE GOING TO BUY is the name of a 12-page illustrated leaflet issued recently by the Farm Credit Administration. It reviews the farm foreclosure situation following the last war and gives some good advice on how a recurrence of such a situation might be avoided following World War II. There's good background material here for anti-land boom stories and some cartoon illustrations that might suggest news mats for local use. Extra copies can be obtained from the Farm Credit Administration, Kansas City, Mo.

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"EGG DISHES FOR ANY MEAL", a 16-page leaflet just issued by the Bureau of Human Nutrition and Home Economics, in addition to some general facts about eggs, gives about 40 recipes for their preparation. This leaflet should help prevent another egg surplus from developing. Copies can be obtained from USDA's Office of Information.

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PLENTIFUL FOODS THIS WEEK have changed somewhat from last week. The new items are bunched beets and white potatoes; green snap beans are plentiful in the East and onions in the West and Mid-West.

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The STANDARD SYMPHONY HOUR, with music supplied by the San Francisco Symphony Orchestra, dedicated its Sunday, June 25 program to the third Wartime Forest Fire Prevention campaign. All selections were related to forests or fire. Forest fire prevention messages were featured in the announcements. The program was heard in seven western states over the facilities of NBC.

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A "PLATTER" ON FARM SAFETY is in preparation. It is intended for use during Farm Safety Week (July 23-29) on local station programs featuring farm safety. Distribution of this double-faced transcription will be made through State Extension Editors.

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